

State Science Advisory Council
August 18, 2004
Dept. Community and Economic Development
324 So. State, #500
2:00 – 4:30 p.m.

Members present:

Mike Brehm
Greg Critchfield
Troy Takach
Rick Ellis
Wayne Barlow
Ray Gesteland
Brent Miller
Michael Keene

Guests present:

Ephraim Dickson, Museum of Natural History
Becky Menlove, Museum of Natural History
Brent Anderson, Living Planet Aquarium
Joe Andrade, Utah Science Center
D. D. Hilke, Children's Museum
Ken O'Brien, USOE
Michael Murray, Clark Planetarium

I. Welcome

Brent Miller called the meeting to order at 2:10 p.m. The minutes were unanimously approved as written.

II. Presentations

The respective directors of the facilities or designated representatives below, did a presentation. Information that was provided spoke of each facility's mission, status of operations, local outreach.

Mike Murray, Clark Planetarium
Brent Anderson, Living Planet Aquarium
Joe Andrade, Utah Science Center
Becky Menlove, Utah Museum of Natural History
D. D. Hilke, Children's Museum

After all the presentations were complete, a brief question and answer period was conducted.

Brent Miller asked the question of budgets and operating revenues for each facility.

The USCA component budget consists overall of 300K visitors per year ½ school kids, \$6 per ticket, generate half of operating revenues, estimated roughly \$4 mill p/year in operating budget for the Science Center directly. The overall Leonardo budget is about \$6 million

The Living Planet

Adult ticket prices are \$12.50 children for \$6.50, currently operate with \$10.5 million in expenses and are running at a slight surplus from gift shop revenue etc. Currently there is about 250K unearned income. The focus has been on the preview exhibit the past year and it is showing that the current business model is successful. The new facility will cost about \$42.5 million plus \$4 million for land costs.

Museum of Natural History

Currently, our earned revenue is fairly low about 17%. At this point in time, the ticket pricing has not been determined for the new building. The University donated the land that the new building will be built upon.

Children's Museum

\$4.3 million budget operating budget, half earned, unearned revenue comes from very stable sources. 670K projections for the upcoming year also have the license plate that is a funding source, 45K per year. Hopefully will have to do less fundraising in the future due to the new course of exhibits. A membership program will be established and would like to have "checkout the museum" at the library where you can purchase a ticket to the museum. Utahns will get a discounted ticket price. Adult 7.00 children 3.5

Planetarium

4.3 million, 80% budget covered by ticket sales, in a challenging situation because there isn't a development program like other facilities. Support for the school outreach program is provided. 8 adults 6 children combo pass 12/8 and have a membership program as well.

Troy Takach commented about the lack of a common board or association of all these facilities. It was recommended that an association be formed to facilitate cooperation between outreach programs, to get the directors of all outreach facilities to foster collaboration and enhance success for all.

How can the "Cultural Experience" be more widely spread? Can DCED play a part in that? Efforts need to be coordinated to expand on the cultural experience and enhance diversity. All facilities would love to be a part of that.

It was suggested that each facility provide the Salt Lake Convention and Visitors Bureau (SLCVB) pamphlets, tickets etc. for the conventioners that come into Salt Lake and for SLCVB to provide to possible clients. The business card of Jean Tracy, Director of SLCVB was distributed to each Director.

A comment was made that collaboration could be beneficial to each facility for construction of various exhibits at a lower cost or by helping the functionality of exhibit space.

Better coordination for extra activities and hands on experience even outside the museums. It is very important to go beyond the museum to be effective. How do we know that we are being effective in making impacts?

Work is currently underway to try and determine effectiveness of outreach facilities, looking for behaviors is effective, but difficult to do. Each facility is accountable to their respective funding sources to provide some metrics that are being measured; there are associations that conduct effectiveness studies. It is not cost effective for each facility to do a study individually but may be effective to do so on a collaborative effort. The informal science website by NSF

(ise.nsf.org) has some information regarding effectiveness of various types of organizations similar to these that have presented.

What can the SAC do to help?

Need the help in getting people involved and help in addressing the core curriculum and getting industry people to help with the real issues and would love to have more interaction with the SAC members and contacts. A great help would be in the areas of interest, expertise and time to volunteer and participate in a different capacity than just boards.

Get together with a board member and encourage collaboration with other board members and facilities. Also, every

ACTION ITEM: Board lists from each organization and distribute to the SAC. Have each SAC member contact individuals on each board suggesting collaboration.

II. Governor's Medal

Governor's Medal –Awards Ceremony - September 9, 2004, 11:00 a.m. at the Governor's Mansion.

IV. SAC Business

Dr. Ashok Khandar was appointed to the SAC by the Governor. He was unable to attend this meeting due to schedule conflicts. He will be at the next meeting. A spot is still vacant and need to submit another name to the Governor's Office. A motion was made by Ray Gesteland, to ask Tamara Goetz for fulfill the vacant position on the council. She would fulfill the spot made by the resignation of Jon Callender and play an important role in the Science Education field. The motion was seconded by Greg Critchfield. All in favor. Motion passed.

Dr. Ray Gesteland was nominated for the position of Member at Large by Mr. Troy Takach, seconded by Wayne Barlow. All in favor, one abstention. Motion passed.

At the Governor's Medal ceremony, the transition from Brent Miller as Chair will move to Mike Brehm as Chair, Greg Critchfield will be Vice Chair and Ray Gesteland will be the new member at large.

V. Other Business

Dugway is expected to retrieve the Genesis space capsule as planned on September 9, 2004. The location of the ISEF 2008 has not been formally announced. Auger project has yet to be announced. It is moving ahead and will not have a final decision until next year.

Meeting adjourned at 4:30 p.m.